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THE SUBTLE ART OF LUXURY

by Designer Jessica Cinnamon



In a world fixated on flaunting riches, a captivating trend has emerged: "stealth wealth." It champions genuine luxury that's understated and refined. While often linked with fashion and lifestyle, these principles beautifully intertwine with interior design.

Renowned Italian company Calligaris exemplifies this concept in their new Castlefield Design District locale in Toronto. Collaborating with the Calligaris design team in Italy and Italian Architect Daniele Lo Scalzo Moscheri, they've fashioned a showroom that curates a shopping experience epitomizing stealth wealth. "As you enter our showroom, expect to be transported to a different world – one that exudes warmth, intimacy, and allure," says Richard Sakic, owner of Calligaris.

So, how do you craft an interior space that radiates warmth and allure without surrendering to needless opulence? Here are some of my key tips to keep in mind.

1. Quality Triumphs Over Quantity

Stealth wealth thrives on quality over quantity. "Today's consumers seek brands that resonate with their values," Sakic notes. When styling your home, consider choosing enduring, meticulously crafted pieces. Instead of amassing items, invest in a select few furnishings and decor with artistry and resilience. Think solid wood furniture, artisanal ceramics, and handwoven textiles – each adding an authentic touch of luxury.

2. The Art of Subdued Colours

Quiet luxury embraces muted understated colour palettes. Opt for serene neutrals like soft greys, warm beiges, and earthy hues. These tones create a timeless look that is immune to fleeting trends. Subtle tonal shifts add depth and luxury without veering into a gaudy territory.

3. Embrace Minimalism

"Less is more" is the essence of stealth wealth. Embrace minimalism with clean lines, uncluttered spaces, and functional layouts. When designing an interior space for a client, I evaluate each piece's purpose and aesthetic contribution. This helps avoid overcrowding in a room, allowing each item to shine with purpose.

4. Celebrating Thoughtful Details

Quiet luxury thrives on an appreciation for details that may initially go unnoticed. Infuse your home with subtle embellishments and intricate textures that add layers of complexity to the design. Whether it's the delicate trim on a curtain, the pattern of a rug, or the subtle sheen of metallic accents, these nuanced elements enrich the overall tapestry of the space without overwhelming it.

5. Vintage and Antique Charm

Vintage and antique pieces embody authenticity and character, pivotal to the stealth wealth concept. These items often carry stories and bring a unique sense of history into your home. Integrate a vintage sideboard, an antique mirror, or heirloom textiles into your decor to infuse your space with a rich heritage and timeless refinement.



6. Subdued Expression of Luxury

Stealth wealth upholds luxury in a subdued way. Ditch flashy logos for rich textures, top-notch materials, and exquisite craftsmanship. Think cashmere throws, handwoven silk pillows, or finely crafted leather armchairs, these are all examples of how you can embrace luxury without overt opulence.

7. Nature's Embrace

Bringing elements of the natural world indoors is a crucial facet of quiet luxury design today. Incorporate natural materials such as wood, stone, and live plants to establish a connection with nature. Spacious windows that welcome ample natural light and picturesque views can elevate the sense of tranquillity and luxury in your home. And of course, incorporating earth-friendly fabrics and furniture into your design is the ultimate way to embrace nature.

"There is a sense of personal responsibility and fulfillment in knowing that the products you purchase are mindfully and sustainably manufactured," says Sakic.

8. Curated Artistry

Artwork serves as a captivating expression of your style and sophistication. Select pieces that resonate with you personally while harmonizing with your home's overall ambience. Whether it's an understated abstract painting, a timeless black-and-white photograph, or a sculpture with graceful lines, artwork adds cultural and aesthetic depth to your space.

By embracing quality, simplicity, and authenticity, you can transform your home into a sanctuary of quiet luxury that endures the test of time. Remember, it's not about flaunting abundance but rather tastefully curating your surroundings that truly defines the art of quiet luxury.

Curious about the quiet luxury found at Calligaris? Check out their Toronto showroom in person or visit calligaristoronto.ca

Jessica Cinnamon is the Principal Designer and founder of Toronto based Jessica Cinnamon Design Inc.

The firm is a multi-disciplinary design company that has become known for creating stylish and well curated interiors.

They provide complete bespoke residential design services throughout Toronto Ontario, the GTA, Cottage Country, Chicago, and Los Angeles.